CLAIMS:

1.   A method of operating with content items in a community-based recommendation system; the method comprising the steps of:
-           initializing (203) a first element of a user preference profile with a first preference value, the first element being associated with a first content item;
5   -   determining (205) at least one related content item related to the first content item; and
-           setting (207) a second preference value of an element of the user preference profile, associated with the at least one related content item.

10   2.   A method as claimed in claim 1, further comprising a step of receiving information (201) of an availability of the first content item.

3.   A method as claimed in claim 1, wherein the second preference value is similar to the first preference value.

15

4.   A method as claimed in claim 1, wherein the first preference value is a high preference value.

5.   A method as claimed in claim 1, wherein an equivalence of the first preference
20   value and the second preference value is determined in response to a degree of similarity between the first content item and the at least one related content item.

6.   A method as claimed in claim 1, further including the steps of determining if the first content item is a new content item and wherein the steps of initializing, determining
25   and setting are only performed if the first content item is new.

7.   A method as claimed in claim 2 wherein the information of an availability of the content item is received from a source which is not part of the community-based recommendation system.

8.   A method as claimed in claim 1, wherein the at least one related content item is determined from a category to which the first content item belongs.

9.   A method as claimed in claim 8, wherein the category is determined from a correspondence of at least one of the following:

        a. an artist;

        b. a content item type; and

        c. a music style.

10.   A method as claimed in claim 1, further comprising the step of setting the first preference value in response to a predetermined preference value profile.

11.   A method as claimed in claim 10, wherein the first preference value determined in response to the predetermined preference value profile is determined in response to a characteristic of the first content item.

12.   A method as claimed in claim 10, wherein the step of initializing (203) a first element of the user preference profile with the first preference value comprises determining a category of the first content item and setting the first preference value to the predetermined preference value profile for the category.

13.   A method as claimed in claim 1, further comprising the steps of:

-        initializing an element of a second user preference profile with a preference value, the element being associated with the first content item;

-        determining at least one related content item related to the first content item; and

-        setting a further preference value of an element of the second user preference profile associated with the at least one related content item.

14.   A computer program enabling a method to be carried out according to any one of the preceding claims.

15.   A record carrier comprising a computer program as claimed in claim 14.

16.   An apparatus for operating with content items in a community-based recommendation system; the apparatus comprising:

-          a receiver (117) for receiving information of an availability of a first content

5   item;

-          an initialization processor (123) for initializing a first element of a user preference profile with a first preference value, the first element being associated with the first content item;

-          a relation processor (125) determining at least one related content item related

10   to the first content item; and

-          a profile processor (127) for setting a second preference value of an element of the user preference profile associated with the at least one related content item.

17.   A community-based recommendation system comprising an apparatus as

15   claimed in claim 16.